

Cambridge International AS & A Level

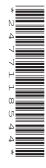
BUSINESS

Paper 1 Short Answer and Essay

9609/11

May/June 2022

1 hour 15 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer **all** questions.
- Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

This document has 4 pages. Any blank pages are indicated.

Section A (Short Answer)

Answer **all** questions.

You are advised to spend no more than 35 minutes on Section A.

1	(a)	Define the term 'social enterprise'.	[2]
	(b)	Explain two advantages to a business of being a social enterprise.	[3]
2	(a)	Define the term 'emotional intelligence'.	[2]
	(b)	Explain two benefits to a business of autocratic leadership.	[3]
3	Exp	lain how price elasticity of demand influences the pricing decisions of a business.	[5]
4	(a)	Define the term 'Computer Aided Manufacture' (CAM).	[2]
	(b)	Explain two disadvantages to a business of introducing CAM.	[3]

Section B (Essay)

Answer one question only.

- 5 (a) Analyse the benefits to a business of focusing on the 4Cs when planning to increase its market share. [8]
 - (b) Discuss the usefulness of secondary market research to a business planning to launch a new luxury perfume. [12]
- 6 'Non-financial motivators are the most effective way of improving employee motivation in a house building business'.

Discuss the extent to which you agree with this view. [20]

- 7 (a) Analyse the benefits to a business of using break-even analysis. [8]
 - (b) Discuss the most appropriate source of finance for a private limited company to purchase an additional factory. [12]

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